



# Summer Traffic Safety 101

Corporate Outreach Program  
Delaware Office of Highway Safety  
Summer 2012



# 10 deadliest days on the road

(most of them fall in the summer months)

- \* July 4
- \* July 3
- \* December 23
- \* August 3
- \* January 1
- \* August 6
- \* August 4
- \* August 12
- \* July 2
- \* September 2



# Surprising 2011 traffic statistics (in Delaware)

- Every 25 minutes - a traffic crash was reported
- Every 68 minutes - someone was injured
- Every 85 hours- someone was killed

**NEW CASTLE COUNTY  
MAN DIES FOLLOWING CRASH:**

**I-95 CRASH:** A motorcyclist was seriously hurt and another person injured Friday in a two-vehicle crash

**KENT COUNTY  
MAN KILLED IN ACCIDENT:**

**Driver charged in fatal crash**

**Truck kills pedestrian  
crossing highway**

**SUSSEX COUNTY  
FATAL ACCIDENT:** A single-vehicle crash Sunday morning near **Delmar** killed one person, state police said.

**FIFTH DUI FOR WOMAN:** A 50-year-old Seaford woman was arrested last week on her fifth DUI

# Top Traffic Safety Campaigns

## Summer 2012

- \* Aggressive Driving – Are you *That Guy*?
- \* Driving under the Influence – Drive Sober or Get Pulled Over
- \* Motorcycle Safety – Respect your Ride
- \* Pedestrian, Bicycle, and Seatbelt Safety



Over 40% of all fatal crashes in Delaware are related to aggressive driving. The top offenders? Failure to yield the right-of-way and speed.



Watch the video “Are You That Guy?” from the [Corporate Outreach](#) web page.  
Go to “Traffic Safety 101” tab.

## Are you *That Guy*?



- Rolling through stop signs and running red lights
- Speeding
- Riding on people's bumpers
- Passing on shoulders
- Changing lanes frequently without indicating
- Failing to merge
- Not yielding the right of way

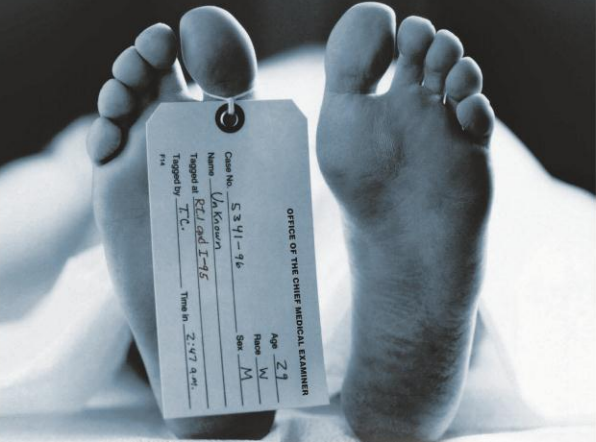



# What do you do when you meet *That Guy*?



- Get out of the way.
- Create distance.
- Avoid eye contact.
- Don't challenge them and don't match their speed.
- If you're being tailgated, signal and change lanes to let them pass.



ARE YOU PREPARED TO  
**TAKE  
 A LIFE?**  
 DUI can kill more than just your buzz.




 Buzzed driving is drunk driving. It's one of the deadliest crimes in America. After a few drinks you're a potential killer behind the wheel. Delaware is cracking down on impaired drivers. Get the facts at [DUIRealtime.com](http://DUIRealtime.com)

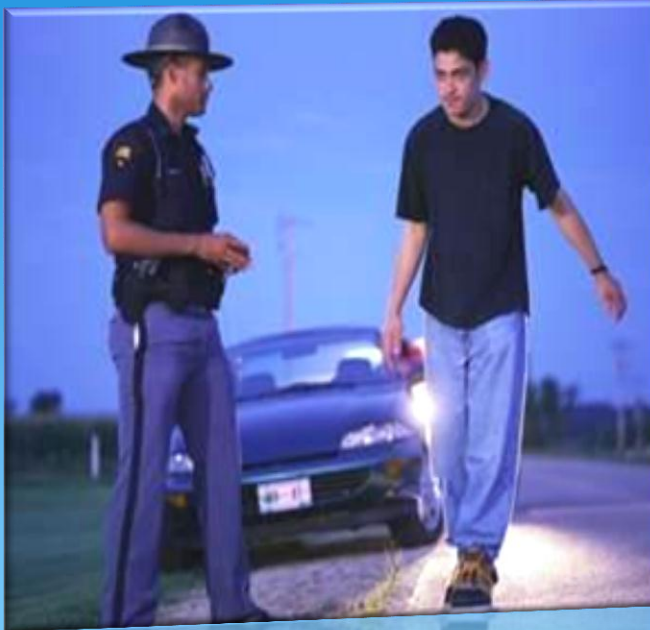


**DRIVE SOBER.**  
**ARRIVE ALIVE DE**

Of all the drivers killed in 2011, 52% were under the influence of alcohol or drugs.



Watch the video “DUI Can Kill More Than Just Your Buzz?” from the [Corporate Outreach](#) web page. Go to “Traffic Safety 101” tab.

# Drive Sober or Get Pulled Over



- 37% of all fatal crashes in 2011 were alcohol-related.
- 5,355 people were arrested for Driving under the Influence during sobriety checkpoints and patrols in 2011.

# Alternatives to Impaired Driving

Have a plan before you go out.

- Designate a sober driver for the night.
- Know the DART routes in your area.
- Program the number of a cab company in your phone.
- Call a friend or family member.
- Walking impaired is never a good alternative.





# Motorcycles

- 18 motorcyclists were killed in 2011
- Only 8 of the 18 were wearing helmets
- From 2009- 2011, 69% of m/c fatalities occurred between June-Sept.
- Common factors? Speeding and impairment



# Respect your Ride

- Have proper (and up to date) endorsements on your license.
- Know your bike and how it handles.
- Always wear proper safety gear.
- Keep a safe distance from other vehicles.
- Be alert and use proper lane position.
- Never ride impaired.



# LOOK UP.

Drivers aren't always  
looking out for you.



WALK SMART. ARRIVE ALIVE **DE**

The majority of pedestrian crashes are the result of an error on the pedestrian's part – walking under the influence of alcohol or failing to be seen by wearing reflective clothing or carrying a flashlight.



## Pedestrians and Bicyclists



19 pedestrians were killed in 2011

For every pedestrian killed, 19 more were injured

No bicyclists were killed in 2011, though 136 were injured

# Walk Smart.

# Bike Smart.

## **Pedestrians**

- \* Always walk facing traffic, as far off the roadway as possible
- \* Use sidewalks and crosswalks, if available
- \* Be visible

## **Bicyclists**

- \* Ride with the flow of traffic
- \* Obey all traffic signs and symbols.
- \* Be visible



Since January 1, 50% of all drivers and passengers killed were not wearing seat belts.



## Seatbelts

- Of the 65 vehicle occupants killed in 2011, only 29 were properly restrained (45%).
- Of those killed in crashes over the last decade, on average less than half (48%) were wearing seat belts.
- 90% of Delaware's drivers and front seat passengers are buckling up.

# Seatbelts Save Lives

- Wearing your seat belt reduces your risk of serious injury or death by 50%
- Hospital data shows that unbelted victims are 3x more likely to require a hospital stay.
- On average, hospital costs are 55% higher than those for a belted crash victim
- When parents are buckled up 90% of the time their kids are too.



Drive without a seat belt and a ticket could be the least of your worries.  
**JUST ASK A PARAMEDIC.**



## Tips for a Safe Summer

Drive Calm and in Control, don't be *That Guy*.

Designate a Sober Driver.

Respect your Ride.

Walk Smart. Be Seen.

Bike Smart. Be Seen.

And, Always Buckle Up.

Drive Safe. Arrive Alive DE.

